

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Agreement and Plan of Liquidation, Bill of Sale

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Decisionview, Inc.		06/30/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	IMS Health Incorporated
Street Address:	200 Campus Drive
City:	Collegeville
State/Country:	PENNSYLVANIA
Postal Code:	19426
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark
Serial Number:	77101311	PROGRAM OPTIMIZER
Serial Number:	77101308	SITEOPTIMIZER
Serial Number:	77101309	STUDY OPTIMIZER
Serial Number:	77101307	PROTOCOL OPTIMIZER
Serial Number:	85282996	SUPPLYOPTIMIZER
Registration Number:	3060372	DECISIONVIEW
Registration Number:	3538620	DECISIONVIEW

CORRESPONDENCE DATA

Fax Number: 8777697945
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: 617-542-5070
Email: tmdoctc@fr.com
Correspondent Name: Cynthia J. Walden, FISH & RICHARDSON PC
Address Line 1: P.O. Box 1022
Address Line 4: Minneapolis, MINNESOTA 55440-1022

TRADEMARK

CH \$190.00 77101311

ATTORNEY DOCKET NUMBER:	31247-DECISIONVIEW ASSIGN
NAME OF SUBMITTER:	Cynthia Johnson Walden
Signature:	/Cynthia Johnson Walden/
Date:	07/26/2012
Total Attachments: 4 source=31247-RECORDING DOCUMENT#page1.tif source=31247-RECORDING DOCUMENT#page2.tif source=31247-RECORDING DOCUMENT#page3.tif source=31247-RECORDING DOCUMENT#page4.tif	

Agreement and Plan of Liquidation

AGREEMENT AND PLAN OF LIQUIDATION effective the 30th day of June, 2012 between IMS HEALTH INCORPORATED, a Delaware corporation (hereinafter called the "Stockholder") and DECISIONVIEW, INC., a Delaware corporation (hereinafter called the "Corporation").

WHEREAS, the Stockholder owns all outstanding shares of capital stock of the Corporation; and

WHEREAS, the Stockholder wishes to approve, authorize, and consent to the voluntary liquidation and dissolution of the Corporation in accordance with the Delaware General Corporation Law;

NOW THEREFORE, the parties hereby agree as follows:

1. The Stockholder approves, authorizes, and consents to the voluntary liquidation of the Corporation, such liquidation to be effected as of the close of business on June 30, 2012, and in accordance with the terms of this Agreement.
2. The Stockholder approves, authorizes, and consents to the voluntary dissolution of the Corporation, such dissolution to be effected promptly following the liquidation of the Corporation, and in accordance with the terms of this Agreement.
3. The Stockholder hereby authorizes the officers of the Corporation to file a Certificate of Dissolution with the Secretary of State of the State of Delaware.
4. The Stockholder hereby resolves to provide for payment of the Corporation's debts following dissolution of the Corporation.
5. The officers of the Corporation shall distribute all of the remaining property of the Corporation to the Stockholder in complete cancellation or redemption of all of its issued and outstanding capital stock, such distribution to be made as at the close of business on June 30, 2012.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement and Plan of Liquidation to be executed by their respective duly authorized officers as of the day and year first above written.

IMS HEALTH INCORPORATED

DECISIONVIEW, INC.

By: Edward Spaniel, Jr.

By: Jeff Ramage

Name: Edward Spaniel, Jr.

Name: Jeffrey Ramage

Title: Vice President

Title: Secretary

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BILL OF SALE AND ASSIGNMENT

Dated June 30, 2012

from DECISIONVIEW, INC.,
a Delaware corporation (hereinafter called "DecisionView"),

to IMS HEALTH INCORPORATED,
a Delaware corporation (hereinafter called "IMS")

In connection with the liquidation of DecisionView, DecisionView hereby assigns and transfers to IMS as of the close of business on June 30, 2012 all the contracts, agreements, rights, permits, licenses, properties and assets of DecisionView, both real and personal, tangible and intangible, of every kind and nature, and wheresoever located.

IN WITNESS WHEREOF, the parties hereto have caused this Bill of Sale and Assignment to be signed in their respective corporate names by one of their respective officers as of the day and year first above written.

IMS HEALTH INCORPORATED

DECISIONVIEW, INC.

By: 

By: 

Name: Edward Spaniel, Jr.

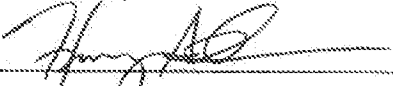
Name: Jeffrey Ramage

Title: Vice President

Title: Secretary

Verification of Intellectual Property Rights

This verifies the attached is a complete list of the trademark rights owned by DecisionView, Inc. effective as of June 30, 2012.

By: 

Name: Harvey A. Ashman

Title: SVP

IMS HEALTH INCORPORATED

4.18(c) Trademarks.

Name	Type	Owner	Jurisdiction	Number (serial/registration)	Filing Date/Registration Date
DecisionView	Mark	Company	U.S.	78580082/3060372	March 4, 2005 /February 21, 2006
DecisionView	Mark	Company	U.S.	78580070/3538620	March 4, 2005 /November 25, 2008
ProgramOptimizer	Mark	Company	U.S.	77101311 Abandoned on December 8, 2008	February 7, 2007 /January 24, 2012
SiteOptimizer	Mark	Company	U.S.	77101308/4091205	February 7, 2007
Study Optimizer	Mark	Company	U.S.	77101309/3669768	February 7, 2007 /August 18, 2009
ProtocolOptimizer	Mark	Company	U.S.	77101307 Abandoned on December 8, 2008	February 7, 2007
SupplyOptimizer	Mark	Company	U.S.	85282996 Published	March 31, 2011
DecisionView	Mark	Company	Canada	1329104 TMA704515	December 11, 2006 /January 11, 2008
Study Optimizer	Mark	Company	CTM	006175343 006175343	August 7, 2007 /August 29, 2008
Study Optimizer	Mark	Company	Japan	2007-086815 5104293	August 7, 2007 /January 11, 2008
SiteOptimizer	Mark	Company	EU and Japan	A0026466/ 1095754 Registered at WIPO. Still pending in Japan. Accepted in EU. Open for opposition until 8/18/2012.	September 28, 2011 / November 17, 2011
SupplyOptimizer	Mark	Company	EU and Japan	A0026460/ 1094628 Registered at WIPO. Still pending in Japan.	September 28, 2011 November 3, 2011